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E-7(a)

To: T. R. Keim, R. A. Fitzmaurice

Date: October 16, 1979

From: B. Cutler

Subject: Merit News Poll Promotion

News Poll file

The Promotions Department feels they have resolved all questions on the above promotion as related to the subject of sampling methodology. They would like to present their recommendations sometime this Thursday to you and Fitz.

Larry and I have had a preliminary review with Leiber, Mendonca, etc., and they feel all our concerns will be answerable at the meeting.

Bill

WKC:vmg

cc: R. Tracey
L. E. Wilson, III

BILL -
ALL YOUR CONCERNS SHOULD BE ANSWERED PRIOR TO THURSDAY'S MTG. AND YOU SHOULD BE COMFORTABLE WITH THE RESOLUTION.
FITZ

WC K.L.
S.M.
10/17/79

① FIRM COST ESTIMATES
— LOCAL & NAT. PROBABILITY SAMPLES
— SUB CELLS? USE?
② PRO-PROBABILITY SAMPLE PROCEDURES
— TIMING OF SAME
③ specific uses of data

① Relaxing Procedure

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10/18/79

Merit News Promotion

Credibility Issue

I. National Poll as Umbrella for Local Van Data

II. Projectability of National Poll Demographics

III. Cost (Test Market vs. National)

Other Issues

I. Option of Local/Regional Probability Surveys

II. National Poll vs. Local/Regional Surveys for Test Market and Frequency During Test

III. News Releasing Procedures

IV. Sample Press Releases

pre sample procedures

Guidelines
1.) Tables/Qualifiers
2.) Release Procedures

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Source: https://www.industrydocuments.ucsf.edu/docs/njwm0004